

Seasons Greetings

Trade World UTAH

December 2003

**The
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SERVICE**
United States of America
Department of Commerce

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Calendar of Events

December 17
2:00-4:00 p.m.

Topic:

BASIC EXPORT MARKETING WORKSHOP

Salt Lake Chamber of Commerce, Eccles Room
175 East 400 South, Suite 600, Salt Lake City
Basic Export Marketing (part 1 of 4 part series)
Topics will include: 1) Explanation of types of services for exporters provided by the State of Utah & the U.S. Department of Commerce; 2) Private-sector case study on best practices for locating and choosing distributors; and 3) Exporting through an export management company.
Cost: Free of charge. Please register by phone: 801/524-5116, e-mail: David.Fiscus@mail.doc.gov, or online at www.buyusa.gov/rockymountain/utah.html
For information on future installments of the Basics of Exporting Workshop Series, please see page two.

January 27 & 28, 2004
8:30 a.m.- 4:30 p.m.

Topics:

GOING GLOBAL - Nxlevel™ Guide To International Trade

Presented by: Accel Financial
University of Phoenix - Salt Lake City Main Campus
5373 South Green Street @ IH 15
An intensive, two-day workshop covering the essentials of starting or growing a business through exporting or importing. The workshop materials are designed to assist the international entrepreneur in developing a comprehensive marketing plan.

Cost:

\$295 per person. (Discounts for multiple participants)
Price includes a 550 page resource guide & lunch both days.
For additional info., or to register, contact Randy Roberts at 801-641-1454 or info@accelfinancialinc.com.

Contact:

*******Mark Your Calendar!!*******

March 25, 2004

Essentials of Export Controls

This is an intensive, one-day program, covering the key information you need to know to comply with the Export Administration Regulations (EAR), including developing an understanding of: the Commerce Control List, product classification, the boycotted/embargoed countries list, and the denied parties/entities list. Professionals from the Bureau of Industry and Security (BIS) will cover the major elements of the U.S. export control system for commercial exports. This fast-paced program is ideal for those with busy schedules, and is a MUST for all exporters, including marketing and traffic managers, freight forwarders, export management companies, international attorneys, and those individuals dealing with the sale of high technology.

Time & Location:

TBA

Cost:

\$150

Registration/More Info.:

Please contact the Salt Lake Export Assistance Center at 801/524-5116 or online at www.buyusa.gov/rockymountain/utah.html



Trade Resources



U.S.-Chile Free Trade Agreement Takes Effect January 1, 2004

On January 1, 2004, the U.S.-Chilean Free Trade Agreement (FTA) goes into effect. The implementation of this FTA will create a number of keen opportunities for U.S. exporters in one of Latin America's fastest growing and most open markets. Starting January 1, U.S. exporters will benefit from a phased elimination of Chile's uniform 6% external tariff as well as from enhanced market access opportunities and safeguards against piracy and other commercial obstacles. Services exporters will benefit from non-discriminatory treatment, stronger enforcement of intellectual property laws, transparency in public procurement, and provisions to permit the temporary entry of personnel as well as the establishment of business subsidiaries in Chile.

U.S. exporters will benefit immediately as more than 85% of bilateral trade in consumer and industrial products become duty free on January 1, 2004, and most remaining tariffs will be eliminated within four years. Chilean "price bands" under which import duties on the same product may vary according to price level, will be phased out, as well.

The U.S. Commercial Service office in Chile has identified the following list of top non-agricultural exports to Chile in 2002 (in millions of U.S. dollars):

- | | |
|--|---|
| 1. Pollution Control Equipment- \$650 | 8. Construction Equipment- \$89 |
| 2. Telecom Equipment- \$270 | 9. Mining Equipment- \$28 |
| 3. Travel and Tourism- \$220 | 10. Plastics, machinery, and resins- \$23 |
| 4. Medical Equipment- \$178 | 11. Air conditioning and refrigeration- \$8 |
| 5. Franchising- \$102 | 12. Electric Power Equipment- \$8 |
| 6. Computer Equipment- \$100 | 13. Security Equipment- \$7 |
| 7. Food and Processing Equipment- \$91 | |

For additional information on how to take advantage of the U.S.-Chile Free Trade Agreement, please go to <http://www.trade.gov/td/tic/> and click on the link "U.S.-Chile Free Trade Agreement" or <http://www.buyusa.gov/chile>.

Japan Trade Directory (JTD) 2003-2004 Now Available in Salt Lake City USEAC's Commercial Library

The Salt Lake City Export Assistance Center (USEAC) recently received a copy of the 2003-2004 Japan Trade Directory (JTD). The JTD is a comprehensive, up-to-date guide to Japanese companies and associations, compiled to support business development activities of foreign companies interested in doing business with Japanese companies. The directory provides information on Japanese companies seeking opportunities for exporting, importing, trading in services, and conducting other business activities abroad. This comprehensive publication covers nearly 24,000 products from over 2,000 companies.

A copy of the directory is available in the Salt Lake City USEAC's Commercial Library for use by interested companies/individuals. This volume is available for in-library use only, so please contact the Salt Lake City USEAC at 801/524-5116 if you would like to use the library's resources. Library hours are M-F 9:00-4:00 p.m.

Upcoming Events

Expand Your Exporting Savvy With the Basics of Exporting Workshop Series

The Salt Lake City Export Assistance Center is conducting a Basic Export Marketing Workshop (part one of a four-part series) on Wednesday, December 17, 2003, 2:00-4:00 p.m. at the Salt Lake Chamber of Commerce, Eccles Room. *Topics will include: 1) Explanation of types of services for exporters provided by the State of Utah & the U.S. Department of Commerce; 2) Private-sector case study on best practices for locating and choosing distributors; and 3) Exporting through an export management company.* To register, please call David Fiscus at the U.S. Department of Commerce on 801/524-5116 or e-mail David.Fiscus@mail.doc.gov.

Future monthly workshops will address the following topics: Shipping & Documentation Workshop (January 14, 2004); Basic Export Finance Workshop (date TBD); and Legal Aspects of International Business Workshop (date TBD). The Basics of Exporting Workshop Series is sponsored by the *Salt Lake Chamber of Commerce*, the *State of Utah District Export Council*, the *State of Utah International Business Development Office*, & the *U.S. Dept. of Commerce*.



Trade Events

Interested in trade events? They are a great way to market your product and locate international channels of distribution, with the potential return of investment vastly outweighing the price of participation. For a comprehensive list of U.S. Department of Commerce-sponsored trade events (including participation in official, U.S. Government Trade Missions), please go to: <http://www.export.gov/tradeevents.html>. The interactive databases on this site allow users to search both domestic and international trade show listing. Please contact the Salt Lake City Export Assistance Center at 801/524-5116 with any questions.

CeBIT 2004

March 18-24, 2004
Hannover, Germany

CeBIT is the world's largest and most influential international information and communications technology trade show. Nowhere else in the world, in just one week, can a U.S. company reach over 700,000 industry professionals, including 139,000 distributors, representing 100 countries. The U.S. Department is offering numerous cost-effective marketing options at CeBIT this year, including exhibitor packages, an on-site catalog option, and the popular Corporate Executive Office (CEO) program. Companies interested in CeBIT 2004 should contact Dave Fiscus at David.Fiscus@mail.doc.gov or 801/524-5116.

Arab Health 2004

January 18-21, 2004
Dubai, United Arab Emirates

Arab Health is the premier medical show for the Middle East attracting visitors from the Gulf States, the Levant, the Indian Subcontinent, Egypt and North Africa. This is the 27th year this show will be held in Dubai featuring exhibitors from over 75 countries and attracting 8,000 to 10,000 professional visitors. The show covers the biotechnology, drugs/pharmaceuticals, and medical equipment sectors.

This U.S. Department of Commerce certified trade fair offers U.S. companies an excellent venue to promote their products and services at this important event and test their potential for this entire region at a single event. Companies interested in Arab Health 2004 should contact Dave Fiscus at David.Fiscus@mail.doc.gov or 801/524-5116.

REBUILD IRAQ 2004

19 - 23 January 2004
Kuwait International Fair Grounds
Mishref, Kuwait

Rebuild Iraq 2004 connects international suppliers with the decision makers overseeing the rebuilding of Iraq. On January 19-23, 2004, the "REBUILD IRAQ 2004" trade show will be held in Kuwait, at the International Fair Grounds. The following sectors have been identified as offering the best prospects for companies interested in the Iraqi market: BUILDING & CONSTRUCTION; OIL & GAS; MUNICIPAL SERVICES & SECURITY; HOSPITALS & HEALTH; IT & COMMUNICATIONS; EDUCATION & SCHOOLS; AGRICULTURAL INDUSTRY; FOOD AND CONSUMER GOODS. For additional information, please visit the Rebuild Iraq website at: www.rebuild-iraq-expo.com or e-mail the event organizers at info@rebuild-iraq-expo.com.

47th San Paulo International Dental Trade Fair & 6th American Dental Show -- Dental Equipment

January 25-29, 2004
Sao Paulo, Brazil

The country of Brazil has over 160,000 dentists and 127 dental schools. With a population of nearly 170 million people, the demand for dental care is on-going. There were over 66,000 attendees at the last show held in January 2003, of which 35,534 were registered dentists. Brazil is a growing market for dental equipment and supplies. Don't miss your chance to get in on this important event. Companies interested in this show should contact Dave Fiscus at David.Fiscus@mail.doc.gov or 801/524-5116.

Are You Missing Out on the Free Market Research Available at: www.export.gov?

There are over 350 new market report submissions since last month. Search the Country and Industry Market Reports by country, region, industry and/or report type. Below are examples of reports you will find at www.export.gov.

Country Commercial Guides (CCGs); Large, comprehensive market outlook reports covering best sectors, economic & political outlook, in-country trade practices, and regulatory issues, to how to market in that country.

Industry Sector Analyses (ISAs): In-depth, sector-specific reports with detailed info on market size, entry strategies, marketing channels, competitors, and key contacts. To access these reports, go to www.export.gov and click on "Market Research".



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Penalty for Private Use, \$300

USATrade.gov Offline Starting Dec 8, 2003

The U.S. Commercial Service (CS) has been migrating its homepage and market research information from its old site, www.usatrade.gov, to its new site within the Export.gov Trade Portal (www.export.gov/cs). This migration is now complete and the CS is planning to turn off the old www.usatrade.gov servers, effective December 8, 2003. Please take a few moments to update your bookmarks accordingly to the following sites:

- ◆ <http://www.export.gov> -- the US Government Trade Portal for general trade information.
- ◆ <http://www.export.gov/marketresearch.html> -- for CS market research. The CS Market Research Library is the first item in the list.
- ◆ <http://www.export.gov/cs> -- the CS homepage, which features CS special initiatives, success stories, employment, contact information, etc.
- ◆ <http://www.buyusa.gov/rockymountain/utah> -- the local website of the Salt Lake City U.S. Export Assistance Center

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